

COMM 7080 Special Topics in Communication (3,3,0)

This course caters to student interests and/or research needs as well as faculty specialization. Topics vary from year to year as different communication or media issues become pertinent and as the interests of faculty and students change. They will also be developed to take the advantage of the special expertise of visiting faculty members.

COMM 7120 Advanced Communication Design and Research (3,3,0)

Prerequisite: COMM 7740 Research Methods in Communication

This course is an advanced approach to the concepts, techniques, and use of, a range of quantitative research techniques focusing on the issues and processes involved in designing, conducting, and interpreting research. It provides an in-depth experience with statistical concepts, tests and interpretation designed to help students understand the benefits and limitations of research. The course can be repeated with different foci.

COMM 7130 Globalization of Media and Communication (3,3,0)

Globalization has become an increasingly important paradigm in social science fields. This resonates with the ongoing process of globalizing culture and communications. The course examines the issue systematically. It covers a wide range of topics in the framework of globalization, and provides students with a better understanding of the recurring themes and current trends in global communication.

COMM 7140 Classics and Milestones in Communication Research (3,0,3)

This course focuses on guided study of selected communication research classics or milestones. Students will gain in-depth knowledge of their chosen communication researchers or themes. Through reading and sharing, students are sharpened in both theoretical and methodological conceptualization.

COMM 7160 Organizational Communication (3,3,0)

The course will help students understand how communication functions within organizations and how communication behaviours can be managed to improve employer-employee relationships, employee-employee relationships, organizational efficiency, etc. Application of theories to analyse Hong Kong organizations will be emphasized.

COMM 7170 Communication Campaign Workshop (3,2,1)

This course examines public relations, advertising as well as integrated communication campaign strategies, and case histories. It reviews all that has to be accomplished to create a campaign for a client organization, including the knowledge and skills necessary to research, design, implement, evaluate and manage such campaign programmes.

COMM 7180 Media Law and Ethics (3,3,0)

This course explores and highlights major development and trends of Hong Kong media law. Specifically, it covers the broad issues concerning media freedom, media regulation, and various media laws as rights for both media practitioners and consumers. Throughout the course, the protection of fundamental rights and freedoms will be emphasized. The course also examines social origins and consequences of media laws in Hong Kong.

COMM 7190 Issues and Cases in Mass Communication (3,3,0)

This course closely examines eight key aspects of journalism practices and relevant theories. Existing theoretical propositions, evidence, and practices with regard to these aspects will be explored in depth. Special emphasis will be placed on the social impact of both traditional and new forms of journalism. The roles and functions of media routine practices and their antecedents are also subject to close scrutiny.

COMM 7200 New Media Workshop (3,3,0)

The course introduces students to new media, with particular focus on multimedia and the Internet. It emphasizes the theoretical influence of new media technology on communication and social change. Through lectures, discussions, presentations, and practical sessions, students learn how to make the best use of the latest communication tools to solve communication problems. Lab sessions are incorporated into the course to give students hands-on experience.

COMM 7210 Project (3,0,3)

Prerequisite: 24 units including Core and Module requirements
The project allows the student an opportunity to describe and analyse a contemporary media or communication issue with respect to the theories or concepts they have learned in the coursework. Preparing the project educates the student in systematic and critical thinking through the process of gathering, organizing and analysing data for presentation.

COMM 7220 Advertising Management (3,3,0)

The course will help students understand the managerial and decision-making processes of advertising and develop ability to analyse market and competitive environments, and develop and present advertising solutions. Application of theories to analyse China and Hong Kong market situations will be emphasized.

COMM 7230 Writing for Multimedia in Public Relations (3,3,0)

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of public relations practitioners, emphasizing the multimedia approaches required for different audiences and media.

This course advances the level of writing competency by building on the knowledge and skills that students may already have. Supervised and individual experiences in communication techniques such as public speaking, liaison with the media and audio-visual/internet communications are assigned. This course also explores, especially, writing abilities necessary for handling different and more complex communication situations.

COMM 7240 Media Economics (3,3,0)

This course introduces basic concepts and theories of economics that inform and underpin the economic decisions and practice of media firms. It would also help understand the economic constraints under which media institutions, both private and public, operate. Accordingly, the course is aimed to achieve the following: (1) providing a basic understanding of media firms as business entities operating in the market where a number of forces are interacting; (2) equipping students with the analytical tools in interpreting economic phenomenon in media markets; and (3) enhancing students' knowledge of the media markets in both Hong Kong and mainland China.

COMM 7250 Strategic Public Relations and Crisis Management (3,2,1)

This course will not only concentrate on communication in crises but also highlights what we can do to prevent or minimize the impacts from crises. We will investigate important concepts of strategic management of public relations, issues management, risk communication, activism, principles of crisis communication, and crisis communication from publics' perspective. In addition, we will incorporate local and overseas cases for students to comprehend how to deal with crises in reality.

COMM 7260 Introduction to Media Management (3,3,0)

This is an introductory course to study media management in an era of change. The main purpose is to examine and analyse the new challenges being posed by political, economic and technological changes in the new millennium to media management in various Chinese societies. The course will begin with an overview of the media industries in Hong Kong, Taiwan and mainland China. It moves on to deal with media operational strategies, media content production and flow management,

media marketing management, information management for media organizations and resources management.

COMM 7270 Media Policies and Regulations (3,3,0)

This course discusses structural constraints as well as legal and ethical regulations of media operation. Politics of media policy formation, such as political systems, geographical location, and socio-economic factors, will be analysed. The focus is on the current state in the pan-Chinese society within a globalized world context.

COMM 7280 Communication Technologies and Media Organizations (3,3,0)

The course introduces students to impacts and application of communication technologies with focus on new media, particularly multimedia and the Internet. It discusses the theoretical aspects of impacts of media technologies on communication, organization, and social change. Students will learn to apply the latest communication technologies for development and management of media organization.

COMM 7290 Professional Seminar and Application Project (4,0,0)

This course is designed to accommodate both student interests and faculty expertise, as well as media professionals' input, by discussing media management issues and problems. Analysis of cases ensures maximum interaction among the students. It also prepares the students for the completion of a group Application Project. The Project demonstrates the ability to apply knowledge and research in analysing or solving a media management problem.

COMM 7300 Consumer Insights (3,3,0)

This course studies the role consumer behaviour plays in the development and implementation of communication campaigns in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases, the various psychological processes including consumer learning process, and external factors such as culture, social class, group influences, and situational determinants. Global consumer issues including GMO food regulation and consumer activism on company's communication strategies will be examined. Application of current theories and research findings in cross cultural consumer studies will be emphasized.

COMM 7310 International Advertising (3,3,0)

The course will help students understand the challenges and difficulties in designing and implementing advertising across different countries and societies. Students will learn about the issues of centralization versus decentralization and standardization versus localization. They will also learn practical issues such as regulation considerations and social responsibility of international advertising agencies.

COMM 7510 Public Administration and the Media (3,3,0)

The course examines the different perspectives on the relationship of public administration and mass media in a modern society. Media factors affecting or facilitating public administration will be discussed. Cases on media relationship and crisis management will be analysed in light of local (Hong Kong) and mainland China settings.

COMM 7520 Cross-cultural Documentary Workshop (0,3,0)

This course enables students to have better understanding and sensitivity on cross-culture, ethnic and socioeconomic environment as well as the trend of globalization through international collaboration. By using film/video medium, students will acquire the basic elements of communication with images and sounds in documentary production, and learn how to develop a documentary film idea from various sources based on different cultural environments. Students from different cultural backgrounds will work together in research, production, critique and discussion of their own and documentary production

of all kinds. Through group projects, students will explore production strategic and creative methods in order to develop visual communication with an audience and develop a personal approach to documentary filmmaking.

COMM 7530 Information Design (0,3,0)

Prerequisite: COMM 7540 Multimedia Production or by consent of instructor

The course aims to provide students with a reflective understanding of the rapidly developing information industry. It will introduce theoretical principles, basic design strategies and techniques required for the selection, organization and presentation of information resources. The focus will be the process of clarifying communication goals and arranging content into a design that should be considered in planning and designing effective and accessible products for a variety of audiences and media—from print to digital. The course covers wide range topics with hands-on opportunities for students to implement the learned knowledge and skills into real-world practice. It is a unique interdisciplinary course that emphasizes on the creative and managerial aspects of new media technology to produce, deliver and present meaningful information content in a variety of innovative interactive forms.

COMM 7540 Multimedia Production (0,3,0)

The course combines an interdisciplinary approach to multimedia production with emphasis on both developing students' knowledge of the issues around digitalization and convergence and the critically evaluating of multimedia development in terms of technical, business and social aspects. Students are prepared to produce and present media materials for the Internet, for CD-ROMs and other multimedia systems. In addition, the lab-based work is aimed to develop students' skills in interdisciplinary practice and problem solving methodologies.

COMM 7550 Advertising in China (3,3,0)

The course will help students understand the challenges in planning and implementing an advertising strategy in China. Specifically, students will develop the ability to analyse the dynamic and diverse market environment in China and to strategically plan and implement advertising solutions therein. Issues relevant to developing advertising solutions in China such as understanding her market structure, culture and changing consumption patterns, branding issues faced by international and local firms, and the opportunities and challenges brought on by the new media will be discussed.

COMM 7560 Political Communication and Public Opinion (3,3,0)

The course will help students understand various aspects of political communication in modern society, and will prepare them for taking different social roles which require skills of strategic communication or professional journalistic writing in the context of Chinese societies. This course is interdisciplinary that draws upon a variety of literatures from media studies, political science, sociology, strategic communication, and journalism. The class embraces both theory and practice. The first part of this class will help students to lay a solid ground for understanding the dynamic relationships between media, politics, and democracy, with a special emphasis on the media systems in Greater China. The second part of this class will help students to build up skills of strategic political communication and journalistic writing on public opinion and politics.

COMM 7570 Youth, Media and Consumption (3,3,0)

Children and youth are a big global market. Marketers are interested in the effectiveness of their marketing communication in selling products, ideas, services to them. The underlying concern of parents and public policy makers is whether marketing communication to youth exploits children/youth and manipulates them to buy things they do not need. The course aims at equipping students to make informed decision about marketing to children/youth or regarding suggestions made about